

IN THE CLAIMS:

Please amend Claims 109, 115, and 121 as shown below.

1. to 108. (Cancelled)

109. (Currently Amended) A method of controlling an information processing apparatus accessible to a first database and a second database, the first database storing a plurality of pieces of first information and their properties associated with unique identifiers identification codes, and the second database storing a plurality of pieces of second information and their properties, said method comprising the steps of:

~~a receiving step of receiving a unique identifier~~ identification code from an external communication apparatus;

~~a first retrieval step of retrieving for the a piece of the first information and its property corresponding to the received unique identifier by searching~~ identification code from the first database in a first retrieval step;

~~a second retrieval step of retrieving for a plurality of pieces of the second information and their properties by searching from~~ the second database based on the property of the retrieved piece of the first information in a second retrieval step;

~~a setting step of setting a printing priority on each of the retrieved pieces of the second information based on the properties of the retrieved pieces of the second information;~~

~~a preparation step of preparing a plurality of printing layout examples for~~

printing the retrieved pieces of the second information to be printed with the retrieved piece of the first information, each of the printing layout examples including at least one of the retrieved pieces of the second information based on the printing priorities;

~~a selection step of selecting one printing layout example from the plurality of printing layout examples; and~~

~~a creating step of creating printing data for printing the retrieved piece of the first information and the at least one of the retrieved pieces of the second information according to the selected printing layout example.~~

110. (Cancelled)

111. (Previously Presented) The method according to claim 109, wherein the properties of the plurality of pieces of the second information include at least one of limitations on printing, term for printing, and opportunities for printing.

112. (Previously Presented) The method according to claim 109, wherein the second information contains arbitrary advertisement information.

113. (Previously Presented) The method according to claim 109, further comprising a step of setting whether the second information is to be printed or not, and wherein said second retrieval step is performed in accordance with the setting.

114. (Cancelled)

115. (Currently Amended) An information processing apparatus accessible to a first database and a second database, the first database storing a plurality of pieces of first information and their properties associated with unique ~~identifiers~~ identification codes, and the second database storing a plurality of pieces of second information and their properties, said apparatus comprising:

receiving means for receiving a unique ~~identifier~~ identification code from an external communication apparatus;

first retrieval means for retrieving for the a piece of the first information and its property corresponding to the received unique ~~identifier~~ by searching identification code from the first database;

second retrieval means for retrieving for a plurality of pieces of the second information and their properties ~~by searching~~ from the second database based on the property of the retrieved piece of the first information;

setting means for setting a printing priority on each of the retrieved pieces of the second information based on the properties of the retrieved pieces of the second information;

preparation means for preparing a plurality of printing layout examples for printing the retrieved pieces of the second information to be printed with the retrieved piece of the first information, each of the printing layout examples including at least one of the retrieved pieces of the second information based on the printing priorities;

selection means for selecting one printing layout example from the plurality of printing layout examples; and

creating means for creating printing data for printing the retrieved piece of the first information and the at least one of the retrieved pieces of the second information according to the selected printing layout example.

116. (Cancelled)

117. (Previously Presented) The system according to claim 115, wherein the properties of the plurality of pieces of the second information are registered and comprise at least one of limitations on printing, term for printing, and opportunities for printing.

118. (Previously Presented) The system according to claim 115, wherein the second information contains arbitrary advertisement information.

119. (Previously Presented) The system according to claim 115, further comprising means for setting whether the second information is to be printed or not, and wherein said second retrieval means performs in accordance with the setting.

120. (Cancelled)

121. (Currently Amended) A computer-readable storage medium which

stores computer-executable program code for controlling an information processing apparatus accessible to a first database and a second database, the first database storing a plurality of pieces of first information and their properties associated with unique identifiers identification codes, and the second database storing a plurality of pieces of second information and their properties, the program code comprising code for performing the steps of:

~~a receiving step of receiving a unique identifier~~ identification code from an external communication apparatus;

~~a first retrieval step of retrieving for the a piece of the first information and its property corresponding to the received unique identifier by searching~~ identification code from the first database in a first retrieval step;

~~a second retrieval step of retrieving for a plurality of pieces of the second information and their properties by searching from the second database based on the property of the retrieved piece of the first information in a second retrieval step;~~

~~a setting step of setting a printing priority on each of the retrieved pieces of the second information based on the properties of the retrieved pieces of the second information;~~

~~a preparation step of preparing a plurality of printing layout examples for printing the retrieved pieces of the second information to be printed with the retrieved piece of the first information, each of the printing layout examples including at least one of the retrieved pieces of the second information based on the printing priorities;~~

~~a selection step of selecting one printing layout example from the plurality of printing layout examples; and~~

~~a creating step of~~ creating printing data for printing the retrieved piece of the first information and the at least one of the retrieved pieces of the second information according to the selected printing layout example.